



Retailer Mail

..... Georgia WIC Updates

Second Quarter 2022

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Application Period for Retailers

The application submission period for new retailer authorization will open as of March 1, 2022 to May 31, 2022.

Please visit the program website: <https://dph.georgia.gov/vendor-application-and-forms> to review selection criteria and retrieve documents to correctly complete an application. To avoid delays with processing your application, please ensure that all submitted documentation is complete and accurate.

Georgia WIC has two (2) open application periods during each Federal Fiscal Year (FFY):

- **Period 1: Oct. 1 – Dec. 31**
- **Period 2: March 1 – May 31**

*All applications must be postmarked within the designated application period to be processed.



Quarterly Shelf Price Survey Data



Georgia WIC Approved Foods Price List

Vendor Information

Download Detailed Instructions: [PDF \(394K\)](#) Download Georgia Wic Approved Food List: [PDF \(211k\)](#)

Failure to inform the Georgia WIC Program of any changes in vendor information could result in a sanction.

Vendor Number: _____

*Full Legal Name of Store: _____

Is this store Incorporated? Yes No

**Georgia WIC Vendor Sales (GWVF-1) and Sales and Use Tax Data (ST-3 Forms):
***Required Monthly Sales Data: Apr, May, and Jun 2017

Previously uploaded files: No ST-3 files uploaded

*** Upload UPC files***

Previously uploaded UPC files: No UPC files uploaded

*This Survey was Completed By:

First Name: _____ Last Name: _____

Title: _____

Phone: _____ Email: _____

The Quarterly Shelf Price Survey will open on May 1, 2022. As a reminder, vendors are no longer required to submit Universal Product Code (UPC) files via email. Information can be downloaded directly to the SENDSS website. A tutorial on the completion of the shelf price survey and the convenient process is located at the following link <https://dph.georgia.gov/trainingmaterials-and-resources>.

If you have any questions or issues, with completing the Quarterly Shelf Price Survey please contact your Vendor Relations Consultant.

Retailer Stamps

Do's

- Report lost or stolen stamps immediately.
- Return all damaged stamps to Georgia WIC, immediately
- Refill the removable pad using only **water based black** liquid ink.
- Contact the Vendor Relations Unit at (404) 657-4470 for a replacement stamp.

Don'ts

- Do not use any stamp that was not provided by Georgia WIC— if used, your store will not be paid for the voucher and will be terminated.
- Do not reproduce the vendor stamp. If the vendor stamp is reproduced, your store will be **terminated**.



Infant Formula

INFANT FORMULA

To prevent errors, please make certain to match the formula voucher wording to the correct infant formula label.

CONTRACTED FORMULA LABEL

EXAMPLE OF VOUCHER MESSAGE



FORMULA: 2-12.4 oz cans powder Enfamil Gentlease



FORMULA: 2-12.9 oz cans powder Enfamil AR



FORMULA: 2-12.9 oz cans powder Enfamil ProSobee



FORMULA: 2-12.5 oz cans powder Enfamil Infant



Friendly Reminders for Infant Formula

- **All** authorized WIC Stores are permitted to redeem vouchers for [Special Infant Formula and Medical Foods \(Nutritionals\)](#).
- All retailers are required to purchase infant formula directly from a WIC approved supplier or manufacturer included on a list provided by the Georgia WIC Program.
- The Infant Formula Food Instrument clearly states the required formula that the WIC participant must purchase. Those details include:
 - The Full Quantity
 - Brand
 - Product Name
 - Type and Size
- Substitutions are not allowed.
- An identical exchange is only permitted if the original formula is defective, recalled, spoiled or has exceeded its "sell by" or "best if used by" dates.

Friendly Reminders for Infant Formula

- All authorized WIC grocery retailers are permitted to redeem vouchers for Special Infant Formula and Medical Foods (Nutritionals).
- Pharmacy retailers are only permitted to redeem vouchers for Non-Contracted Special Infant Formula and Medical Foods (Nutritionals).
- All retailers are required to purchase infant formula directly from a WIC approved supplier or manufacturer included on a list provided by the Georgia WIC Program.

Customer Service

Delivering excellent customer service is crucial to the success of any business. Shoppers who feel appreciated and respected by an establishment will come back again and again. Conversely, those who have negative experiences may not return.

Cashiers play an important role in the Georgia WIC participant's overall shopping experience. Interactions between the two not only determine if the participant will become a loyal store customer, but also ensure they are receiving healthy, nutritious WIC foods.

Here are a few tips to help cashiers offer great customer service to WIC shoppers:

- Ask for the customer's WIC ID folder at the beginning of the WIC transaction. This will help the transaction go smoothly.
- Practice patience and understanding. Remember, just as there is a learning curve for cashiers to learn the correct procedures for WIC vouchers, there is a learning curve for WIC participants. Many of your Georgia WIC customers are using their vouchers for the first time. It may take them a while to understand which foods are approved, and how to separate their items by vouchers.
- Keep copies of approved foods brochures at the registers to assist WIC shoppers who might need them.
- Set a positive tone for those in the checkout lane. Smile and treat each WIC participant courteously.

Practicing these tips helps the customer feel at ease, and makes them want to come back to your store for all of their purchases.

Changes in Vendor Information

- Provide at least twenty-one (21) days advance written notice of the effective date of any changes, including:
 - Change in ownership
 - Closure of business
 - Change of address or location
 - Change of business operations.
- Identified minimum inventory items must be maintained at **all times** to guarantee availability of WIC inventory selected for WIC participants.
- Expired foods **do not** count towards the required minimum inventory and **will not** be considered during the pre-authorization process or during the agreement period.
- Please review all warning notices carefully and take corrective action in a timely manner.
- Contact the Vendor Relations Unit for technical assistance as needed.



Contact Information

Georgia Department of Public Health

Georgia WIC Program Vendor Relations Unit
2 Peachtree Street, NW
10th Floor
Atlanta, Georgia 30303-3142

Request Georgia WIC materials: contact the Vendor Relations Unit by phone at 404-657-2900 or email: wic-vendor.relations@dph.ga.gov.

The following materials are available:

- Approved Foods Brochures
- Approved Foods Posters
- Window Clings
- WIC Approved Shelf Talkers
- Replacement Retailer Stamp.

Main Number: 404-657-2900

Customer Service Hotline: 1-866-814-5468

Website: dph.georgia.gov/vendor-information

Georgia WIC Program Vendor Relations Team:

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